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(b) thereafter folding the top and top front so that the top front overlaps in part the front of the container, and attaching the top front to the front of the package to provide a closed top and an open bottom for the container;

(c) providing a plurality of wrapped food products, each wrapped food product comprising an elongated food product, an elongated food delivery system, and an elongated wrap having end seals at opposite ends thereof, each elongated food delivery system comprising an elongated tray that has sufficient strength and stiffness to withstand compression loads experienced during packaging, including a bottom wall, a pair of side walls joined to the bottom wall, and a pair of end walls joined to the bottom wall, each of said side walls having at least one notch extending a portion of the height of each side wall and a line of weakness extending from the bottom of each notch to the bottom wall, and one or more curved recesses in the upper edges of the side walls to facilitate handling;

(d) inserting said plurality of wrapped food products simultaneously through the open bottom by applying force to all of said wrapped food products simultaneously with a mandrel, thereby urging said wrapped food products longitudinally into the container, with said wrapped food products being arranged so that said mandrel acts directly on each of the delivery systems and each of said wrapped food products will have an end seal readily accessible without restriction from the top of the container when the container is opened;

(e) folding the bottom side flaps inward;

(f) folding either the bottom front or the bottom back flap inward,

(g) folding the remaining bottom flap inward, and

(h) fastening the flap folded in step (g) to the flap folded in step (f).

20. The method of claim 19 wherein attaching the top front to the front of the package comprises releasable attachment by adhesive.

21. The method of claim 20 further comprising providing a line of weakness joining the top to the body of the container to facilitate removal of the top from the container.

22. The method of claim 21 wherein the recesses are provided by die-cutting the upper regions of the side walls

23. The method of claim 22 wherein each of the notches in the sidewalls comprises a notch extending between about 1/4 and about 3/4 of the distance from the top edge of the side wall to the bottom edge of the side wall.

24. The method of claim 23 wherein said tray is formed from a flat blank and the corners are locked together without requiring adhesive, and without requiring manual assembly.

25. The method of claim 24 wherein the food product comprises a cream cheese component disposed within a larger farinaceous component or sandwiched between a pair of farinaceous components.

26. The method of claim 25 wherein each farinaceous component comprises a baked bread product or a bagel product.

27. The method of claim 26 wherein the length of the tray is between about 3.5 in. and about 5.5 in., and the width of the tray is between 1 in. and about 3 in., and the depth of the tray is between about 0.5 in. and about 1.5 in.

28. The method of claim 27 wherein the tray and container are made of paperboard having a thickness of about 0.01 to 0.025 in.